



## Randolph County Historic Landmark Preservation Commission

204 East Academy St. ♦ P.O. Box 771 ♦ Asheboro, North Carolina 27204

February 24, 2010

The Randolph County Historic Landmark Preservation Commission (HLPC) met in the Training Room of the County Office Building at 725 McDowell Road, Asheboro, NC, and the meeting was called to order at 2:00 p.m.

Members present were Hal Johnson, Mac Whatley, Warren Dixon, Robyn Hankins, Bill Johnson and Lynne Qualls. Bill Ivey, Robby Davis, and Fran Andrews were absent.

Chairman Johnson welcomed Casey Fletcher, City of Asheboro Marketing Director; Ed Rich, Harley Davidson Motorcycle Museum; Ricky Allred, Citizen that has conducted some cemetery history tours; Tammy O'Kelley, Director of Tourism Development Authority and Joy Coggins of the County's Information Technology Dept.

### **Approval of Minutes from January 27, 2009**

*On a motion of B. Johnson, seconded by Dixon, the Commission voted unanimously to approve the minutes of the regular meeting of January 27, 2010, as presented.*

### **RCC Students' Logo Design Update**

Chairman Johnson stated that some of the Commission members had assembled into two small groups and had met at different times over the past week, with RCC students Jamie Kellis, Bryan Kennedy and Deana Ramirez and that new drafts of potential logos would be presented at a later date. Chairman Johnson stated that the brainstorming sessions were educational for both sides and felt the students had a better understanding of what may best identify the HLPC in a logo.

### **Application for Certified Local Government**

Chairman Johnson stated that the Certified Local Government Program is a preservation partnership between local, state and national governments focused on promoting historic preservation at the grass roots level. The program is jointly administered by the National Park Service (NPS) and the State Historic Preservation Offices (SHPOs) in each state, with each local community working through a certification process to become recognized as a Certified Local Government (CLG). CLGs then become an active partner in the Federal Historic Preservation Program and the opportunities it provides. Chairman Johnson presented the responsibilities and benefits of being a CLG.

Basic Responsibilities: In North Carolina, governments which qualify for certification must have an active and legally adequate historic preservation commission, and must meet the federal requirements for certification. The Historic Preservation Act amendments of 1980 state that a local government must:

1. Enforce appropriate state or local legislation for the designation and protection of historic properties.

2. Establish an adequate and qualified historic preservation review commission.
3. Maintain a system for the survey and inventory of historic properties compatible with the statewide survey.
4. Provide for adequate public participation in the local historic preservation program, including the process of recommending properties to the National Register of Historic Places.
5. Satisfactorily perform responsibilities delegated to it under the 1980 Act.

Benefits: Local governments and local commissions benefit from being CLGs in the following ways:

1. The North Carolina State Historic Preservation Office must set aside at least 10 percent of the money it receives from the federal Historic Preservation Fund for CLGs. Each CLG in the state is eligible to compete for a portion of that money to be used as a matching grant for eligible survey, planning, pre-development, or development activities. This has become a significant advantage for CLGs in recent years as general grant funding from both federal and state sources has declined. In addition, only CLGs are generally able to direct federal Historic Preservation Fund grant money toward projects relating to physical restoration and stabilization.
2. CLGs review all new nominations to the National Register of Historic Places for properties and districts within their boundaries. Consequently, CLGs share their local expertise with state and federal preservationists and gain a say in state and federal recognition of historic resources in their areas.
3. CLGs are encouraged to expand the expertise of their commission members and must provide for their continuing education. The community benefits from the increased expertise and knowledge of preservationists at the local level, and CLG commission members benefit from increased opportunities and from the recognition of their communities.
4. Eligibility for Grants: A government may be certified at any time; however, it must satisfactorily function as a CLG for a year before it is eligible for the grant funds earmarked for CLGs. If a commission is interested in participating in the grant program, it should be aware of the timing of the grant application and award cycle. Grant applications are due around the first of the year and awards are made in the late spring or early summer. Grants are for projects that can be completed within one year. Grants have a 50/50 matching requirement and are awarded on a competitive basis. Funds may be used for activities such as (1) architectural or archaeological survey, (2) National Register nominations, (3) preservation planning, (4) design guidelines, (5) architectural plans or feasibility studies, and (6) in a limited number of cases, physical restoration and stabilization.

Chairman Johnson stated that if the HLPC wishes to seek CLG status it will need to submit the required documents to the CLG Coordinator of the State Historic Preservation Office. The required documents are as follows:

1. Evidence that a comprehensive inventory of the area's cultural resources has been or will be conducted.
2. Information regarding the area's locally designated historic districts and/or historic landmarks.
3. The ordinance creating the local commission.
4. The commission's rules of procedure.
5. The design guidelines used by the commission.
6. Resumes of the members of the commission.
7. A description of the commission's past and current activities.

*On a motion of Qualls, seconded by Hankins, the Commission voted unanimously to approve the request to complete the application process to become a Certified Local Government.*

### **Local Cultural Heritage Site Recognition Update**

Chairman Johnson stated that the local cultural heritage site recognitions are going to be a big educational component to the citizens about Randolph County history. He stated he had received many calls since the approval of amendments to the HLPC Ordinance by the Randolph County Board of Commissioners, to add the Local Cultural Heritage Site Recognition.

Unlike a Local Landmark designation, there is no legal status or regulatory obligation attached to a Cultural Heritage Site. After one is approved by the HLPC, the site will then be listed on the HLPC website under the proper category and entered into the Randolph County GIS database. A Certificate of Recognition may be issued by the HLPC.

The Local Cultural Heritage Sites will be categorized as follows:

- **Monuments**: cemeteries; works of monumental sculpture and painting; elements or structures of an archaeological nature; inscriptions; cave dwellings and combinations of features, which are of outstanding local value from the point of view of history, art or science
- **Sites and open spaces**: works of nature and man, including gardens, parks and landscapes with or without architectural features; the locations of mills and bridges, together with their related hydrological installations and features; and archaeological sites, which are of outstanding local value from the historical, aesthetic, ethnological or anthropological point of view
- **Natural features**: physical and geological formations or groups of such formations, which are of outstanding local value from the aesthetic or scientific point of view
- **Biological heritage sites**: valuable habitats, such as ancient woodland, species-rich grassland, swamps and bogs, which may provide a refuge for rare and threatened plants and animals, and which form an irreplaceable part of our environment and are a major part of the strategy to conserve the biological diversity of the region. By regarding heritage as both cultural and natural, this definition reminds us of the ways in which people interact with nature, and of the fundamental need to preserve the balance

between the two.

Chairman Johnson asked Mr. Rich to share with the Commission the places he was interested in seeing listed as Local Cultural Heritage Sites.

**Ed Rich** stated that his interests are more in colonial history. He stated he thinks Ridges Mountain, P & P Chair Company, the Mt. Shepherd Pottery Site, mill sites, the Indian trading path and Faith Rock were just a few notable places around the county. He said that the Indian trading path would be mapped out in one to two years and available.

Chairman Johnson said that Mr. Allred had conducted a few cemetery walking history tours and had a good response to those.

**Ricky Allred** stated that his historical interest is in the stories and history of people that are buried locally and that he has been surprised that so many people have the same interest in cemeteries that he has.

### **HLPC Website Update**

Joy Coggins of the County's IT Department presented some options to the Commission for changes in the web pages for the HLPC. Ms. Coggins has been working on updating the webpage header with the slogan the Commission adopted and the courthouse fade picture that RCC student Bryan Kennedy had submitted for use from the team presentations. Ms. Coggins asked the Commission whether they would prefer the brown or teal heading for the changes.



The Commission unanimously agreed on the brown presentation and hues of brown for the colors of the webpage.

A potential new layout of the pages was also presented and well received. The new layout will aim for easier use, and dressing up the look in order to create interest.

Chairman Johnson commented how much he liked the pictures used of the 1909 Courthouse which created a black and white fading into a color picture and the newer

courthouse off in the distance. He stated that the slogan and the picture are well suited for each other and the Commission.

### **Tourism Linkage Report**

Tammy O'Kelley, Director of Tourism Development Authority (TDA) presented a PowerPoint presentation with information gathered by the U.S. Cultural & Heritage Tourism Marketing Council (USCHT). This research collaborative, in partnership with the U.S. Department of Commerce/Office of Travel and Tourism Industries and conducted by Mandala Research, LLC, in 2009, is to serve as a benchmark in identifying, profiling, and segmenting cultural/ heritage leisure travelers.

The research objectives were to:

- Understand how travelers think about cultural/heritage travel: how they define it and how they define themselves as travelers;
- Identify the range of cultural/heritage traveler “types” through segmentation;
- Understand the behaviors of the cultural/heritage leisure traveler;
- Learn what is important to cultural and heritage travelers and their attitudes toward travel;
- Qualify the economic impact of the cultural/heritage leisure traveler.

The results show:

- 78% of U.S. leisure travelers (118 million adults) participate in cultural and/or heritage activities when traveling;
- Fully 40% of all leisure travelers in the U.S. alone can be classified as those who actively engage in cultural and heritage travel;
- 24% of U.S. leisure travelers (36 million) will take a cultural/heritage trip within the next 12 months;
- Cultural/heritage travelers took an average of five trips in the past year compared with slightly less than four trips for non-cultural/heritage travelers;
- These travelers spend more money on cultural/historic trips (\$994 on average) than is spent on the average U.S. trip (\$611). Half of these expenditures are spent on activities, dining and shopping;
- Two-thirds of cultural/heritage travelers visited historic sites;
- More than half visited museums/galleries;
- 58% want their travel to be educational and make an effort to explore and learn about the local arts, culture, environment and history.
- 45% spend more money on cultural/heritage activities than on other activities while on a trip.
- 37% would pay more for lodging that reflects the cultural/heritage destination they visit;
- 57% of these travelers use websites as their travel information source;
- Cultural and heritage travelers are active online; 67% use Google and 42% use Facebook.

The five segments that emerge among leisure travelers were based on the level of influence cultural/heritage activities played in their travel decisions. The five segments are:

- Passionate cultural/heritage leisure traveler is one who seeks out cultural/heritage activities and a strong desire to participate in those activities while on a leisure trip;
- Well rounded/active cultural/heritage leisure traveler is one who is open to experiencing all types of activities while on a leisure trip, including cultural and/or heritage activities;
- Aspiration cultural/heritage leisure traveler is one who desires to experience and participate in cultural/heritage activities, but have limited experiences with cultural activities during their most recent trip and during the past three years;
- Self-guided/accidental cultural/heritage leisure travelers take advantage of cultural/heritage activities while on a leisure trip, but cultural/heritage activities aren't the driver for their destination choices. They most often prefer exploring small towns, galleries and self-guided historical tours;
- Keeping it light cultural/heritage leisure travelers don't seek out cultural/heritage activities but will attend what they perceive as fun art, cultural and musical events.

In studies about the distance a cultural/heritage traveler makes, about half of all overnight leisure trips made are 500 miles or more from home while half of all "day trips" these travelers make are less than 100 miles from home. Just over a third said they traveled between 100 and 300 miles for a day trip, demonstrating how far they will travel for a short visit.

Ms. O'Kelley asked what this means for RCHLPC. She stated that for the TDA, it means this information could translate into visitors coming to Randolph County for the purpose of visiting a historical landmark or a cultural heritage site. Ms. O'Kelly said that the TDA has added a link to the County HLPC site from their site. She said her office has received significant interest since the HLPC website was posted. When the TDA and HLPC first began discussing a partnership, the TDA used money from their budget and purchased some additional web addresses for the HLPC. ([www.rchlpc.org](http://www.rchlpc.org), [www.rchlpc.net](http://www.rchlpc.net) and [www.rchlpc.com](http://www.rchlpc.com))

Ms. O'Kelley added that this increased interest of these historical references has brought about some questions for the HLPC to answer. She needs information to give her staff in how to respond to the inquiries. Questions such as: Which landmarks can people tour? Is the landmark accessible both inside and outside and if so, what are the days/hours of operation? Is it by appointment only? Who can the staff contact? Who should be the caretaker of these inquiries for RCHLPC?

Ms. O'Kelly also asked if 57% of potential travelers to Randolph County's historic landmarks are using websites as their travel information source, are they finding the information they need. Is the Commission using all of its resources to educate? To optimize search engine capabilities would the Commission consider using the optional web addresses outside of the County server? Has the HLPC considered social networking?

Ms. O'Kelley stated that the look, feel, message of the collateral materials, website design and other things offered by the HLPC need to be consistent and in conjunction with the goals and objectives the TDA uses to reach potential visitors. She asked the Commission how the Heart of North Carolina Visitors Bureau could assist the RCHLPC in taking the next steps.

The Commission discussed the report details and the TDA questions, and then concluded that additional questions needed to be added to both the historic landmark and cultural heritage site applications that would assist the Visitors Bureau and website viewers with information about visiting the historic locations.

The Commission members agreed that they are very receptive to continuing the partnership with the TDA and appreciate the TDA taking an interest in helping them promote this as the educational piece the Board envisions.

**Adjournment**

*At 3:15 p.m., on motion of Hankins, seconded by Whatley, the Commission voted unanimously to adjourn.*

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Hal Johnson, Chairman

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Amanda Varner,  
Clerk to the HLPC